

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
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PERIOD COVERED: October, 1987
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I. PROJECT SPEEDBOAT (HONG KONG)

- A. Objective: Develop an American blended KS product at 9 mg. tar.
- B. Results: U.S.A. Merit (white tipped) and Kent (from the Hong Kong market) have been ring tipped and shipped to Hong Kong for consumer testing. Awaiting results.
- C. Plans: Additional prototypes are scheduled for production the week of November 2. Control is Marlboro Lights with plain white tipping; Test is Merit-type with 27 mm filter, GCC blend, and plain white tipping.

II. PROJECT ALPINE (SINGAPORE)

- A. Objective: Develop a subjectively acceptable recessed filter menthol product.
- B. Results: Seven prototypes are being screened subjectively.
- C. Plans: Recommendations will be made to Hong Kong management during the NPC meeting in November.

III. PROJECT DANNY (MALAYSIA)

- A. Objective: Increase inclusion of local tobacco in Marlboro while attempting to maintain taste character.
- B. Results: A consumer test of 35.0% local inclusion vs. 24.6% has been completed and the 35.0% is now in production.
- C. Plans: One prototype with 40% local inclusion and two prototypes with 50% will be fabricated when recon is received from Malaysia.

IV. PROJECT MLM (SPAIN)

- A. Objective: Develop Marlboro Lights Menthol Box for Spain.
- B. Results: Three bobbins of foil have been received in Richmond, mentholated at three different levels, and shipped back to Spain. Prototypes will be fabricated in Spain.
- C. Plans: A December launch is planned.

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V. PROJECT LTN (VENEZUELA)

- A. Objective:** Develop a reduced delivery product with nicotine delivery less than 1.0 mg/cigt.
- B. Results:** Prototypes with 30% ventilation have been produced and evaluated.
- C. Plans:** Prototypes with reduced ventilation (and other adjustments) will be produced and evaluated prior to the Latin America Operation Meeting in Caracas in late January.

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